

What is claimed is:

1. A method of performing a service of remotely monitoring a site located on a global communications network comprising the steps of:

(A) monitoring said site for an error; and

5 (B) sending a notification to a representative of a proprietor of said site in the event said error is detected on said site;

wherein step (B) is at least initially performed without advance permission of the representative of said proprietor for at least an initial period and wherein a fee is not charged for said monitoring service for a free time period.

2. A method of performing a service of remotely monitoring a site located on a global communications network comprising the steps of:

(A) monitoring said site for an error; and

(B) sending a notification to a representative of a proprietor of a linked site, which is linked to said site, in the event said error is detected on said site;

wherein step (B) is at least initially performed without advance permission of a representative of a proprietor of said site for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

3. A method of performing a service of remotely monitoring a site located on a global communications network comprising the steps of:

20 (A) monitoring said site for an error; and

(B) sending a notification to a representative of a proprietor of a linked site, which is linked to said site, in the event said error is detected on said site;

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wherein step (B) is at least initially performed without advance permission of said representative of said proprietor of said linked site for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

4. A method of performing a service of remotely monitoring a site located on a global

5 communications network comprising the steps of:

(A) monitoring said site for an error; and

(B) sending a notification to an interested third party, wherein said interested third party is a party other than a representative of a proprietor of said site, in the event said error is detected on said site;

wherein step (B) is at least initially performed without advance permission of said representative of said proprietor for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

5. A method of performing a service of remotely monitoring a site located on a global communications network comprising the steps of:

(A) monitoring said site for an error; and

(B) sending a notification to an interested third party, wherein said interested third party is a party other than a representative of a proprietor of said site, in the event said error is detected on said site;

wherein step (B) is at least initially performed without advance permission of said interested third party for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

6. The method of claim 4 wherein said interested third party is selected from the group consisting of:

an entity which offers one or more products which are similar to one or more products offered on said site;

an entity which offers one or more services which are similar to one or more services offered on said site;

- 5 an entity which advertises products on said site;
- a consumer of products offered on said site;
- an entity which has a financial interest in said site;
- an entity which sells advertising space on said site;
- a press member; and

 an entity advising a third party who has an interest in the site.

7. The method of claim 5 wherein said interested third party is selected from the group consisting of:

 an entity which offers one or more products which are similar to one or more products offered on said site;

 an entity which offers one or more services which are similar to one or more services offered on said site;

- an entity which advertises products on said site;
- a consumer of products offered on said site;
- an entity which has a financial interest in said site;
- 20 an entity which sells advertising space on said site;
- a press member; and

 an entity advising a third party who has an interest in the site.

8. The method of claim 1 wherein step (B) is performed after expiration of the initial time period only upon granting of permission by said representative of said proprietor of said site.

9. The method of claim 2 wherein step (B) is performed after expiration of the initial time period only upon granting of permission by said representative of said proprietor of said site.

5 10. The method of claim 3 wherein step (B) is performed after expiration of the initial time period only upon granting of permission by said representative of said proprietor of said linked site.

11. The method of claim 4 wherein step (B) is performed after expiration of the initial time period only upon granting of permission by said representative of said proprietor of said site.

12. The method of claim 5 wherein step (B) is performed after expiration of the initial time period only upon granting of permission by said interested third party.

13. The method of claim 8 wherein said notification comprises an offer of enhanced services.

14. The method of claim 9 wherein said notification comprises an offer of enhanced services.

15. The method of claim 10 wherein said notification comprises an offer of enhanced services.

16. The method of claim 11 wherein said notification comprises an offer of enhanced services.

17. The method of claim 12 wherein said notification comprises an offer of monitoring services.

20 18. The method of claim 1 wherein said monitoring step comprises the steps of:

- (1) attempting to download only a header from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals.

19. The method of claim 2 wherein said monitoring step comprises the steps of:

- (1) attempting to download only a header from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals.

5 20. The method of claim 3 wherein said monitoring step comprises the steps of:

- (1) attempting to download only a header from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals

21. The method of claim 4 wherein said monitoring step comprises the steps of:

- (1) attempting to download only a header from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals

22. The method of claim 5 wherein said monitoring step comprises the steps of:

- (1) attempting to download only a header from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals

23. The method of claim 1 wherein said monitoring step comprises the steps of:

- (1) attempting to download at least one of computer programming language and graphics aid site; and

20 (2) detecting said error if said attempting is unsuccessful; and

- (3) repeating steps (1) and (2) at regular intervals.

24. The method of claim 2 wherein said monitoring step comprises the steps of:

(1) attempting to download at least one of computer programming language and graphics from said site; and

(2) detecting said error if said attempting is unsuccessful; and

(3) repeating steps (1) and (2) at regular intervals.

5 25. The method of claim 3 wherein said monitoring step comprises the steps of:

(1) attempting to download at least one of computer programming language and graphics from said site; and

(2) detecting said error if said attempting is unsuccessful; and

(3) repeating steps (1) and (2) at regular intervals.

26. The method of claim 4 wherein said monitoring step comprises the steps of:

(1) attempting to download at least one of computer programming language and graphics from said site; and

(2) detecting said error if said attempting is unsuccessful; and

(3) repeating steps (1) and (2) at regular intervals

27. The method of claim 5 wherein said monitoring step comprises the steps of:

(1) attempting to download at least one of computer programming language and graphics from said site; and

(2) detecting said error if said attempting is unsuccessful; and

(3) repeating steps (1) and (2) at regular intervals

28. The method of claim 1 wherein said monitoring step comprises the steps of:

(1) attempting to download an entire page from said site;

(2) detecting said error if said attempting is unsuccessful; and

(3) repeating steps (1) and (2) at regular intervals.

29. The method of claim 2 wherein said monitoring step comprises the steps of:

- (1) attempting to download an entire page from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals.

5 30. The method of claim 3 wherein said monitoring step comprises the steps of:

- (1) attempting to download an entire page from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals.

31. The method of claim 4 wherein said monitoring step comprises the steps of:

- (1) attempting to download an entire page from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals.

32. The method of claim 5 wherein said monitoring step comprises the steps of:

- (1) attempting to download an entire page from said site;
- (2) detecting said error if said attempting is unsuccessful; and
- (3) repeating steps (1) and (2) at regular intervals.

33. The method of claim 1 wherein said monitoring is performed from a plurality of remote locations.

34. The method of claim 2 wherein said monitoring is performed from a plurality of remote locations.

35. The method of claim 3 wherein said monitoring is performed from a plurality of remote locations.

36. The method of claim 4 wherein said monitoring is performed from a plurality of remote locations.

37. The method of claim 5 wherein said monitoring is performed from a plurality of remote locations.

38. The method of claim 33 wherein said monitoring is performed from said plurality of remote locations in a cycle.

39. The method of claim 34 wherein said monitoring is performed from said plurality of remote locations in a cycle.

40. The method of claim 35 wherein said monitoring is performed from said plurality of remote locations in a cycle.

41. The method of claim 36 wherein said monitoring is performed from said plurality of remote locations in a cycle.

42. The method of claim 37 wherein said monitoring is performed from said plurality of remote locations in a cycle.

43. The method of claim 1 comprising the further step of:
(C) sending a notification to the representative of the proprietor of said site in the event said error detected on said site ceases to exist.

44. The method of claim 2 comprising the further step of:
(C) sending a notification to the representative of the proprietor of said linked site in the event said error detected on said site ceases to exist.

45. The method of claim 3 comprising the further step of:
(C) sending a notification to the representative of the proprietor of said linked site in the event said error detected on said site ceases to exist.

46. The method of claim 4 comprising the further step of:

(C) sending a notification to said interested third party in the event said error detected on said site ceases to exist.

47. The method of claim 5 comprising the further step of:

5 (C) sending a notification to said interested third party in the event said error detected on said site ceases to exist.

48. A method of identifying at least one appropriate electronic mail address to which a notification is sent upon an occurrence of an error in a site located on a global communications network, wherein said site is being monitored for the occurrence of errors, comprising the steps of:

(A) extracting at least one electronic mail address from said site;
(B) assigning each said electronic mail address one or more categories;
(C) assigning each said electronic mail address a priority; and
(D) identifying, based upon said priority, the at least one appropriate electronic mail address to which said electronic notification is sent upon said occurrence of said error in said site;

wherein said notification is at least initially performed without the advance permission of a representative of a proprietor of the site and wherein a fee is not charged for said monitoring.

49. The method of claim 48 wherein said one or more categories are assigned based on several factors comprising a subject matter of said electronic mail address; a domain of said electronic mail address; and a location of said electronic mail address on said site.

50. The method of claim 48 wherein said assignment of priority step comprises:

(E) assigning a weight to each said category assigned to said electronic mail address; and

(F) assigning said priority based on said weights.

51. The method of claim 48 comprising the further step of:

(E) ceasing to send said notification upon receipt of a predetermined response from a user associated with said appropriate electronic mail address.

5 52. A method of enrolling a subscriber in a service, which service remotely monitors a site located on a global communications network for errors and which service sends a notification to an electronic mail address upon detecting an error on said site, comprising the steps of:

(A) identifying an electronic location address of said site upon submission of said electronic location address to a search engine service which search engine service performs searches on said global communications network;

(B) identifying a proprietor electronic mail address associated with a representative of a proprietor of said site upon submission of said electronic mail address to said search engine service;

(C) automatically including said electronic location address in a database of electronic location addresses associated with one or more additional sites which are located on said global communications network and which are monitored by said monitoring service; and

(D) automatically identifying said proprietor electronic mail address as the electronic mail address to which a notification is sent upon the detection of an error on said site by said monitoring service.

20 53. A method of enrolling a subscriber in a service, which service remotely monitors a site located on a global communications network for errors and which service sends a notification to an electronic mail address upon the occurrence of a site event, comprising the steps of:

(A) identifying one or more potential electronic location addresses associated with said site upon submission of an electronic location address to a domain name registry service for registration;

(B) identifying at least one proprietor electronic mail address associated with a representative of a proprietor of said site upon submission of said electronic mail address to said domain name registry service;

(C) automatically including said potential electronic location addresses in a database of electronic location addresses associated with one or more additional sites which are located on said global communications network and which are monitored by said monitoring service; and

(D) automatically identifying said at least one proprietor electronic mail address as the electronic mail address to which said notification is sent upon the occurrence of said site event.

54. The method of claim 53 wherein said site event corresponds to registration of the electronic location address with said domain name registry service.

55. The method of claim 53 wherein said site event occurs when said site becomes accessible by users of said global communications network.

56. The method of claim 53 wherein said site event corresponds to detection of an error in said site by the monitoring service.

57. A method of generating a list of at least one recipient of a remote monitoring service, which monitoring service detects one or more events on a site located on a global

communications network, wherein said list is usable for a plurality of commercial purposes in addition to said monitoring service, comprising the steps of:

(A) generating said list at least initially without advance permission from said at least one recipient;

(B) rendering said monitoring service by a service provider without payment by said at least one recipient; and

(C) rendering said service to said at least one recipient continually until the occurrence of a terminating event.

5 58. The method of claim 57 wherein said terminating event is receipt by said service provider of a request by said at least one recipient to terminate said monitoring service.

59. The method of claim 57 wherein said terminating event is a failure of said service provider to receive a response from said at least one recipient.

60. An apparatus which remotely monitors a site located on a global communications network comprising one or more computers which monitor said site for an error, and transmit a notification to a representative of a proprietor of said site in the event said error is detected on said site; wherein the notification is at least initially sent without advance permission of the representative of said proprietor for at least an initial period and wherein a fee is not charged for said monitoring service for a free time period.

61. An apparatus which remotely monitors a site located on a global communications network comprising one or more computers which monitor said site for an error, and transmit a notification to a representative of a proprietor of a linked site, which is linked to said site, in the event said error is detected on said site; wherein the notification is at least initially sent without advance permission of a representative of a proprietor of said site for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

62. An apparatus which remotely monitors a site located on a global communications network comprising one or more computers which monitor said site for an error, and transmit a notification to a representative of a proprietor of a linked site, which is linked to said site, in the

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event said error is detected on said site; wherein the notification is at least initially sent without advance permission of said representative of said proprietor of said linked site for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

5 63. An apparatus which remotely monitors a site located on a global communications network comprising one or more computers which monitor said site for an error, and transmit a notification to an interested third party, wherein said interested third party is a party other than a representative of a proprietor of said site, in the event said error is detected on said site; and wherein the notification is at least initially sent without advance permission of said representative of said proprietor for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

64. An apparatus which remotely monitors a site located on a global communications network comprising one or more computers which monitor said site for an error, and transmit a notification to an interested third party, wherein said interested third party is a party other than a representative of a proprietor of said site, in the event said error is detected on said site; and wherein the notification is at least initially sent without advance permission of said interested third party for at least an initial time period and wherein a fee is not charged for said monitoring service for a free time period.

65. An apparatus which identifies at least one appropriate electronic mail address to which a
20 notification is sent upon an occurrence of an error in a site located on a global communications network, wherein said site is being monitored for the occurrence of errors, comprising one or more computers which extract at least one electronic mail address from said site, assign each said electronic mail address one or more categories, assign each said electronic mail address a

priority; and identify, based upon said priority, the at least one appropriate electronic mail address to which said electronic notification is sent upon said occurrence of said error in said site; wherein said notification is at least initially performed without the advance permission of a representative of a proprietor of the site and wherein a fee is not charged for said monitoring.

5 66. An apparatus which enrolls a subscriber in a service, which service remotely monitors a site located on a global communications network for errors and which service sends a notification to an electronic mail address upon detecting an error on said site, comprising one or more computers which identify an electronic location address of said site upon submission of said electronic location address to a search engine service which search engine service performs searches on said global communications network, identify a proprietor electronic mail address associated with a representative of a proprietor of said site upon submission of said electronic mail address to said search engine service, automatically include said electronic location address in a database of electronic location addresses associated with one or more additional sites which are located on said global communications network and which are monitored by said monitoring service, and automatically identify said proprietor electronic mail address as the electronic mail address to which a notification is sent upon the detection of an error on said site by said monitoring service.

67. A method of enrolling a subscriber in a service, which service remotely monitors a site located on a global communications network for errors and which service sends a notification to an electronic mail address upon the occurrence of a site event, comprising one or more computers which identify one or more potential electronic location addresses associated with said site upon submission of an electronic location address to a domain name registry service for registration, identify at least one proprietor electronic mail address associated with a

